

Introduction to Tourism - TOUR 111

Tourism Management Certificate/Diploma Program

Course Outline

COURSE IMPLEMENTATION DATE:	May 1999
OUTLINE EFFECTIVE DATE:	September 2023
COURSE OUTLINE REVIEW DATE:	March 2028

GENERAL COURSE DESCRIPTION:

This course is an introduction to the tourism industry where students gain skills to understand the necessary components for tourism development and explore the tourism industry's role in the economy. The sectors of the tourism industry are examined and factors that affect the industry are analyzed. This course offers the opportunity for students to investigate career paths and consider potential opportunities in this exciting field.

Program Information: This is a required course for the Tourism Management Certificate/Diploma program and will be of interest as an elective for students in business management.

Delivery: This course may be delivered in both face-to-face and online formats.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable): No

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author or Contact:

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Signature

APPROVAL SIGNATURES:

Department Head

Erin Aasland Hall

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Department Head Signature

Dean Signature

EDCO

Valid from: September 2023 – March 2028

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: Minimum 65% in either English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency information on the College Website).

Co-requisites: None

Flexible Assessment (FA):

Credit can be awarded for this course through FA

☒ Yes☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: TOMA 111 ⇔ TRMP 111 ⇔ TOUR 111

Date changed: September 2018;

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Westcott, M. (n.d.). Editor, Introduction to Tourism and Hospitality in BC. (2nd Edition).

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- Explain how the various theories, approaches and sectors of the Tourism Industry work together;
 - Assess the impact and potential of tourism as a world-wide economic, environmental, cultural, political and social force;
 - Identify evolving issues and trends in the tourism industry and discuss their implications;
 - Describe the role and function of the professional, industrial and government organizations that impact tourism at the National, Provincial, Regional and Community levels Internationally and within Canada; and
 - Discuss the interrelationship between reconciliation and Indigenous Tourism in Canada. Identify personal attributes and critically reflect on personal goals to research appropriate career paths within the industry.
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COURSE TOPICS:

- Introduction to Tourism
 - Understanding the Tourism Context
 - The BC & Canadian Tourism Product
 - Careers in Tourism
 - Associations and Organizations
 - Tourism Guests & Hosts
- Indigenous Tourism
 - Indigenous Tourism Operations & Organizations
 - History of Indigenous Tourism
 - Reconciliation
- Components of a Tourism Destination
 - Tourism Planning
 - Tourism Development
 - Destination Lifecycle
 - Approaches to Sustainable Development
- Tourism Sectors
 - Transportation
 - Accommodations
 - Food and Beverage
 - Events and Attractions
 - Adventure Tourism and Recreation
 - Travel Trade/Travel Services
 - Tourism Services

- The Future of Tourism
 - Technology in Tourism
 - Sustainable Development
 - Trends and Challenges for the Tourism Industry

See instructor syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT (Face-to-Face and Online Delivery):

Assignments	% Of Total Grade
Assignments (6 @ 5% each)	30%
Participation & Reflection	15%
Major Assignment	20%
Midterm	15%
Final Exam	<u>20%</u>
Total	100%

Please see the instructor syllabus for specific classroom policies related to this course, such as breakdown of evaluation, penalties for late assignments, and the use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.